

Theatre and movie Gossip



EDMONTON AT EMPRESS

A cast that reads like a page from a sparkling Bessie Bessie support. In his new Paramount picture, "Knockout Betty," starring Bessie Bessie, the actress in the title of the picture that Director Hal Rosson, himself an actor, has made a success.

Joe Humphries, famous comedian for years, Timmer's heavy-weight champion, plays a featured role as Killer Angus, Mexican fighter from whom she wins the championship in the fight climax of the picture.

Graham MacNamee, nationally known radio announcer of station WEAP, who broadcasted the Dempsey-Tyson fight, is on the stage as microphone.

Joe Humphries, whose fog-horn voice has announced all the big championship fights for the last 25 years, is the ring announcer for the Dix-Ressault bout.

MONDAY AT EMPRESS

"New-Dee," the Broadway stage success, to be seen Monday at the Empress theatre, went to England, turned motion picture and was brought back to America by Paramount. Dorethy Day, with Rogers, Newell Keys play "The Three Kays." The story gives that all the vaudeville, dead broke in London. They plan to marry Tip-Toes, but money is lacking. Rogers, innocent looking, who falls in love with her, but vaudeville man and back stage star, soon arouse the objections of his vaudeville aristocratic family. International social relations crack. Jai Chrestien "The Three Kays" plan one last time—then their answer!

MONDAY AT MONARCH

Drama of the Canadian Northwest, "The Mounted," is the story of a mounted police officer who is lured into a trap by a villainous man. The picture is a three-day run at the Monarch theatre, beginning Monday. It was adapted by William E. Wing from a magazine story by Arthur M. Simpson, and presents vividly the problems of the use of the mounted police to face.

EDMONTON AT EMPRESS

STARTS MONDAY

WILL ROGERS

DOROTHY GISH

IN

"Tip Toes"

Comedy

RICHARD BIX

IN

"KNOCKOUT BETTY"

HERBERT WILCOX

There are a lot of things in the English or any other language to describe the things related in "Knockout Betty." It is a triumph of "Tip Toes."

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John Gilbert, Once a Director, to be One Again, Some Day

BY DAN THOMAS

Exclusive to Bulletin

HOLLYWOOD, Calif., May 14.—

New he is a director.

And to a few years John Gilbert

will again sit in a feeding many chairs

while he directs the movements of

others. The magnifico has much

more to do than a lot of actors

point to the handsome young star,

"I don't think anyone ever heard

of me before. The 'Big Tarzan' was

produced," declares Gilbert. "Prior

to that I was just a busy director

who managed to make a living. King

Vidor persuaded me to turn actor

and I signed a five-year contract with

Metro-Goldwyn-Mayer. My success?

"I was just luck, nothing else."

"Acting isn't a man's game—it's

for women. This idea of grabbing

for a power puff and being out

every half hour or so grate on

my nerves. I would much rather be

sitting in a director's chair. And a

director has more opportunity to use

his brains.

"However, I am not going to start

directing right away. I am making

too much money acting. I would be

just a plain damn fool to give it up.

Get the gray hairs! I come back

to my job. I would like to direct

in a film just as Earl Lloyd has

done."

Gilbert's idea didn't need to be

afraid of losing their favorite for

the director's job. In fact, they are

going to see him again very soon—this

time as a hostess in "The Night of

This picture will bring him to the

stage as a hostess in "The Night of

the uniforms of "Peach and the

devil" and "Barbarian" the Knap-

cent."

Of course, the love scenes will be

there—a Gilbert film would not be

complete without them. But they

will be a rough, tough Romeo that

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MONDAY AT CAPITOL

Unlabeled is new, in reality

what she has been in the hearts of

moving picture audiences for many

low days—a star. Her role in "Pin-

ken" will be to see her at the

Capitol theatre on Monday for a run

of three days. It is one of the

most popular leading roles. She plays

the role of a girl who is gang

leader. What does she do? She

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Furnish Your Home on the
**H.B.C. Deferred
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and Pay Out of Income!

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FROM THE WORLD'S LARGEST
and FOREMOST MAKERS



Theodore Haviland—Josiah Wedgwood and Sons—Paragon China Co.—Bernardaud & Co.—Johnson Bros. and Balleroy Co.

The China Shop, on Third Floor, is unquestionably one of the finest departments of its kind in Western Canada offering a magnificent collection of highest grade dinnerware at the lowest possible prices. Terms may be arranged with our credit office. No interest charged.

JOSIAH WEDGWOOD'S FAMOUS ENGLISH DINNERWARE

—TRENTHAM PATTERN—A very distinct design with new embossed border and floral centre in contrasted colors of yellow and rose, and a border edge of black and red. All the newest shapes and pieces. May be purchased as open stock, or 97 pieces for ... **\$75**

—CALIFORNIA PATTERN—A rich border decoration of fruit in combination colorings of rose, mauve, and green foliage with green embossed border. Slightly fluted. Rich cream body. Open stock or 97 pieces for ... **79.50**

—FLORAL PATTERN—Pretty floral sprays and festoon design in very rich colorings of blue, rose, and green, foliage edge in dark green and black. Fluted edges. Rich cream body. A pattern you will not see duplicated in cheaper ware, and one which will be very attractive on any table. Open stock or 97 pieces for ... **79.50**

—Complete range of breakfast and tea ware obtainable in this pattern.

BALLEROY AND CO. FAMOUS FINEST LIMOGES CHINA DINNERWARE

—POPULAR PLEASANT PATTERN—A very smart looking design in shades of blue, terra cotta, and pink. Narrow border of pale blue and gold. Centre shows bird and floral sprays. Half mat gold handles. A pattern that is artistic, bright and cheerful. Open stock or 97 pieces for ... **87.50**

—BASKET PATTERN—In French Limoges china. A charming table setting and really wonderful value. Colored floral border decoration with centre basket of flowers on white body. Open stock pattern or 97 pieces for ... **37.50**

—BALLEBOY POPULAR WHITE AND GOLD HAND—Pure white body. Richly glazed. Best burnished gold handles and edges. New shaped pieces. Open stock or 97 pieces for ... **\$85**

—ANOTHER NEW AND PLEASING DECORATION—Of pale yellow and orange effect, with blue festoon and green foliage. Half mat gold handles. Pure white body, nicely glazed. Dainty shapes. Open stock or 97 pieces for ... **64.95**

BERNARDAUD & CO. FRENCH LIMOGES CHINA

—DORREN PATTERN—Very fine quality French Limoges china dinnerware with narrow border of brown and rose colorings, finished with small festoon. Gold traced edges and half mat handles. New shaped pieces. Open stock or 97 pieces for ... **\$55**

A Special Presentation of Gossard Foundation Garments

By MRS. GIBBONS

Fashion and Figure Expert From the Canadian
H. W. Gossard Co. Ltd.

—GOSARDS—Perfectly fitted, permit you the supple grace of the uncorseted figure, even while moulding it to slim, modish lines. You have the utmost freedom of movement, that feeling of relaxation which knows no restriction, is yours.

You will be confident of your appearance—be truly comfortable in your foundation selected from these smart new Gosards. A full range of sizes and models. We describe a few popular numbers in

The Gossard Line of Beauty

—MODEL 123—Smart appearance, yes, and comfort are yours in this ideal model for the average to stout figure. A two and a half-inch elastic section under the bust gives comfort and freedom of movement. It has a four-inch elastic section across the back. Sizes 24 to 36. Priced in pink coutil. Price \$6. Also silk brocade, priced at ... **9.25**

—MODEL 383—A corset with beautiful lines designed for the average figure. The skirt is cut to give long, graceful lines to the figure. The top has a two-inch elastic band at waistline. Fitted with six hose supports. Made in good quality mercerized pink brocade. Sizes 22 to 35. Priced at ... **5.50**

—MODEL 1000—A corset designed for the larger figure. Made of excellent quality brocade and well boned. It has a long hip line which slopes to a shorter length at front. The top is rather low in front and graduates to slightly higher back. Trimmed with ribbon and narrow lace edge. Fitted with four pairs of hose supports. Sizes 28 to 40. Priced at ... **11.50**

OUR STOCK OF THESE LIGHT RESISTING WALLPAPERS IS COMPLETE

—Distinctive designs. Wide choice of colors in each pattern. Banding and border to match. Soft, pastel tones that are tasteful and harmonious. ALL SEMI-TRIMMED.

OUR "DECORATING SERVICE" IS MOST COMPLETE

—Call at our department and make a selection from the fine wallpapers.
—Our estimator will then call and give you the cost for the finished job. A popular price at, per single roll ... **75c**

Jasper Ave., H.B.C.



A Good Place To Buy Hardware!

—The H.B.C. Jasper Ave. Hardware Dept. offers an exceptional showing of good hardware at very moderate prices. Here one will find nationally advertised household hardware—Stanley tools—O'cedar products—Thermos goods—McClary gas and coal ranges—Universal coffee percolators—Pratt and Lambert's varnishes—Valspar enamel—and scores of other famous lines including Old English and Johnson floor wax.

—A PICTURE STORY OF EVERYDAY NEEDS FOR HOME.

| | | | |
|--|--|--|---|
| —ALUMINUM ROASTERS— with cover. A special line for gas oven use. Each 1.19 | —HOT-POINT ELECTRIC TOASTERS— Fully guaranteed. Complete with long cord. Each ... 675 | —WASTE PAPER RECEPTACLES— Rust-proof. All metal. Colors of pink, blue, yellow, terra cotta, and green. Each ... 960 | —GARDEN HOSE— 1/2-inch size. Complete with couplings. Per 50-foot length, at ... 875 |
| —FOOD CHOPPERS— English imported, fast cutting and easy to clean. Four cutting plates. Each ... 1.98 | —WASH BOARDS— Glass, brass, enamel and zinc. At each ... 50c to 1.25 | —AXES— For campers, hunters, motorists. Long and short handles. Priced at each 65c, 1.25 and 1.40 | —GARDEN RAKES— Each 65c, 1.25 and 1.50 |
| —UNIVERSAL COFFEE PERCOLATORS— A great variety including the new designs in electric. Complete with heavy cord. At each ... 6.50 to \$32 | —LEMON JUICERS— Made of heavy glass. Easy to clean. Each ... 15c | —STEPHEN'S PAINT— Sold with an unconditional guarantee of satisfaction. All colors. Per gallon ... 1.25 | —HOUSEHOLD PLASTER— TROWELS. Each 90c |
| McCLARY'S Famous Gas Ranges —Sold on convenient terms. A fair price allowed for your used coal range. A complete line of Canada's finest gas ranges. Sold with an unconditional guarantee of satisfaction. 80 years of stove making, your guarantee for satisfaction. Prices ... \$40 to \$125 | —ROLLING PINS— Made of bird's eye maple. Finest quality. Each ... 75c | —WEAR-EVER COOKING UTENSILS— A great variety of popular pieces. Double boilers ... 1.49 | —HEAVY COVERED ROASTERS— Each ... 3.98 |
| —GAS TOASTERS— Heavy wire, quick-action gas toasters. Each ... 15c to 35c | —ELECTRIC CURLING IRONS— Complete and guaranteed for one year. Each 85c | —WHITE ENAMELED BATHROOM STOOLS— All steel. Indestructible. At each ... 1.25 | —B.M.P. REFRIGERATOR— All steel. A full line for you to select from. Easy terms. Prices 13.85 to \$110 Jasper Ave., H.B.C. |
| —WOVEN WILLOW CLOTHES BASKETS— Good quality with wide reinforced rim and bottom. Secure handles. Each 95c, 1.50, 1.75 | —GARDEN SPADES— D handle. Each ... 1.50 | —BREAD AND CAKE BOXES— White enameled with roll top. Finished with blue or gold lines. Each \$2 | |

Edmonton's Outstanding Suit Sale Continues

\$15,000 STOCK OF Leishman Suits

"The Best Tailored Garments for Men"

—In yesterday's advertisement we explained the circumstances which enabled us to buy \$15,000 worth of Leishman suits at a big saving. You reap the benefit in a sale that is establishing a new high standard in this city.

—Every suit is tailored with the perfection that has made Leishman clothing famous from coast to coast.

\$45, \$60 and \$85 Suits \$60, \$65 and \$70 Suits \$75, \$80 and \$85 Suits

\$35 39.75 44.50

—Buy at least TWO suits and include one navy blue suit.

Jasper Ave., H.B.C.



MONDAY IS OPENING DAY

For The Bulletin's Big Auto Contest

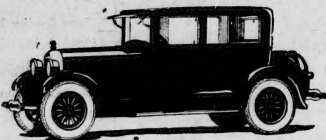
Active Voting Begins Monday, May the 16th—Those with the early start have the best chance of winning the big automobiles in this Competition. Enter your name today. There is no reason why you cannot win one of the costly prizes which we are giving away. Enter today—an early start is half the battle.

\$2000.00 Auburn Sport Sedan



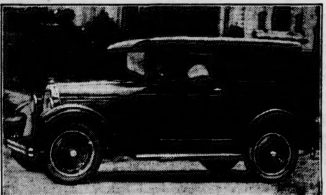
A \$2000.00 Auburn Sport Sedan. This car is fully equipped. The Auburn Sedan will be on exhibition at the Auburn Motor Sales, 9775 Jasper Avenue, Edmonton.

\$1985.00 Studebaker Coach



A \$1985.00 Studebaker Coach plus \$15.00 worth of extra equipment. Total value \$2000.00. The Studebaker Coach will be on exhibition at the Motor Service Co., Limited, 102nd Avenue and 100th Street, Edmonton.

\$1980.00 Willys-Knight Coach



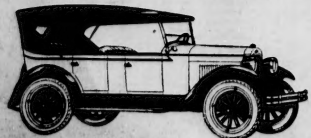
A \$1980.00 Willys-Knight Coach plus \$20.00 worth of extra equipment. Total value \$2000.00. The Willys-Knight will be on exhibition at Clyde and McLennan Limited, 108th Street and Jasper Avenue, Edmonton.

\$1480.00 Oldsmobile Coach



A \$1480.00 Oldsmobile Coach plus \$15.00 worth of extra equipment. Total value \$1495.00. The Oldsmobile Coach will be on exhibition at the Pendleton Auto Sales, 10230—99th Street, Edmonton.

\$820.00 Chevrolet Touring Car



A \$820.00 Chevrolet Touring Car. The Chevrolet will be on exhibition at the Edmonton Motors Limited, 10238—98th Street, Edmonton.

Auditors or Judges Will Have Charge of the Ballot Box

During the last week of the contest a locked and sealed ballot box will be placed in the contest department's office at Suite One, Credit Foncier Building, and the keys turned over to the judges or auditors.

All reserve votes or remittances will be placed in the ballot box and will remain there until the contest is closed, and candidates calling at the contest office will be requested to bring their last remittances in a sealed envelope, thereby casting an absolutely secret vote which guarantees accuracy in their voting and which protects every participant, insuring that no information can possibly leak out so to their final standing.

Ballots and remittances shall arrive in the mail after the ballot box is closed will be placed in the box unopened by the auditors and judges.

This Is Your Opportunity

Never have you been offered such an opportunity to own your own automobile with so little effort or expense.

Write now, by sending in the entry blank below, becoming an active candidate, and putting in real effort, you have a chance to earn a small portion that would take the ordinary person years of saving to acquire. You have the opportunity to obtain an automobile without any expense except time. You have a chance to sell your spare time at a profit to yourself, and all you have to do is enroll in The Edmonton Bulletin's Big Automobile Contest.

Do Not Miss This Train

Missed opportunities, like missed trains, are valuable in just one way—they teach a lesson; don't do it again. But there is only one train that runs to the land of opportunity to earn so much in so short a time with so little effort. Opportunity knocks but once at every door. It is now loudly clamoring at yours. There is no reason why you cannot win one of these Free Autos. Enroll your name in the Edmonton Bulletin's Contest Today and begin an active campaign for one of the big free prizes.



A special fund of \$1,000.00 Cash has been set aside to be distributed in the form of 10 per cent. consolation to Active Free-Prize winners. Read commission rules for full particulars. This cash is loan arrangement, advance compensation is all candidates and money that there will be no losers in this race. Could anything be fairer or more liberal than this?

ENROLLMENT COUPON

Good for 10,000 Votes

Enroll your name as a candidate in the contest, or enroll a friend if you wish. The Edmonton Bulletin, Contest Department, Suite 1, Credit Foncier Bldg., Phone 1586

Kindly enroll the following party as a candidate in your Auto Contest:

Name

Address

Phone Number

NOTE:—Only one enrollment coupon will be accepted for any one candidate.

CLIP OUT NEATLY Edmonton Bulletin Automobile Contest

Suite 1, Credit Foncier Building

Good for 100 Votes

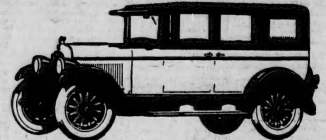
For

Address

This coupon, when neatly clipped and brought or mailed to The Contest Dept., will count for the candidate whose name is written thereon.

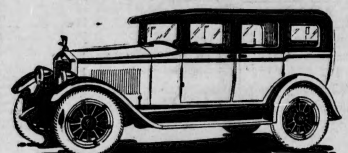
VOID AFTER JUNE 15TH

\$1950.00 Chrysler Sedan



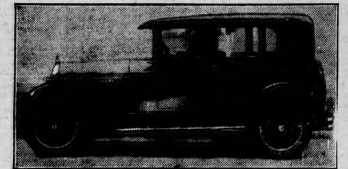
A \$1950.00 Chrysler Sedan plus \$50.00 worth of extra equipment. Total value \$2000.00. The Chrysler will be on exhibition at Motordrome Limited, 10131—103rd Street, Edmonton.

\$1795.00 Velie Sedan



A \$1795.00 Velie Standard Sedan plus \$205.00 worth of extra equipment. Total value \$2000.00. The Velie Sedan will be on exhibition at The Velie Alberta Motors, 10623 Jasper Avenue, Edmonton.

\$1470.00 Whippet Six Landau



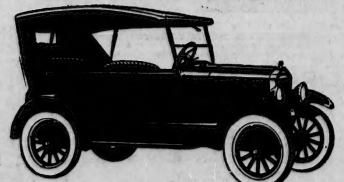
A \$1470.00 Whippet Six Landau plus \$25.00 worth of extra equipment. Total value \$1495.00. The Landau will be on exhibition at Clyde and McLennan, Limited, 108th Street and Jasper Avenue, Edmonton.

\$1495.00 Star Six Sedan



A \$1495.00 Star Six Sedan. The Star Sedan will be on exhibition at the Premier Motors Limited, 10180—102nd Street, Edmonton.

\$609.00 Ford Touring Car



A \$609.00 Ford Touring Car. The Ford will be on exhibition at the Dominion Motors Ltd., 102nd Street, South of Jasper, Edmonton.

HARVARD STILL RICH

CAMBRIDGE, Mass.—As its Harvard college, exclusive of land and buildings, is valued at \$13,500,000. This makes it the richest educational institution in the world. The cost of running the various departments is \$1,150,000. Salaries amount to \$1,145,000 a year.

HOW ABOUT "AGRIANIAN"?

HARTFORD, Conn.—The poor farmer—not because he may or may not need federal aid, but because the word "farmer" has been given an offensive and humiliating significance by country men everywhere. At least, so says Willard Rogers, who has requested the aid of the New England

council in substituting the word "agrianian" for "farmer." The old term, he says, has given ill-repute to the well an inferiority complex. Fifty per cent of the paintings by "old masters" in all the collections of the world are taken, according to a noted New York painter.



OLD PALS ARE TRUE PALS

With some tobaccos it's a case of chance acquaintance and a quick "So long!" But with Ogden's, you get pally and remain so. Ogden's grows on your affections. It suits palate, pipe and pocket—and every whiff is as sweet as a breath of English April air.

OGDEN'S CUT PLUG

Save the valuable "Poker Hands"

DOROTHY DIX



Dear Dorothy Dix—I know a highly educated and refined woman with a wonderful personality who, with her two little girls, children of unusual intelligence, live in the country in one room of a tumble-down old house in which I would not think it possible to live. This woman is so poor that she is not able to go anywhere. For four years she has not even inside of a store, she has nothing to break the monotony of her life. She is happy and serene and contented. Her poor home is spotless and breathes an air of refinement and taste, and her relations with her children are ideal.

Now, will you tell me how a woman, such as this woman, can be happy and contented in a place like that when I have everything—a fine home, cars, travel, society—yet am not satisfied?

PURZLE WOMAN.

Answer: Because, dear lady, happiness comes within and not from without. It is a state of mind and not a case of pocketbook. The reason that we fail of happiness so often is because we think it is something tangible upon which we can lay our hands. It is symbolized for us in the pot of gold at the end of the rainbow, and we spend our lives chasing it without ever finding it, for when we arrive at the place where we thought the treasure was we discover that it is a little farther on.

Some people think that happiness comes in riches, as they tell and struggle, their souls torn with anxiety and greed, and when they have hoarded up their money they find that all the gold within them will not buy one throb of real happiness.

Other people think that they will find happiness in high place, and they climb and strive, and climb, kicking down as they go along all human ties and friendships, all sentiment and tenderness, as if they were so many rocks in their pathway. But when they get to the top they find that it has led to obscurity and loneliness—and happiness.

Still other people find happiness in selfishness. They run roughshod over everybody else. They never consider anybody's pleasure or comfort but their own. They take the best of everything for themselves. They grab and grasp at every good thing that comes their way, but they always find out at the last that the one thing they have not been able to hold is happiness. Somehow it has escaped between their greedy fingers.

Still other people think that they will find happiness in change, in excitement. They are forever flying from one part of the earth to the other. They are forever hunting thrills. But happiness is a will-o'-the-wisp that escapes them.

Look, about you and you will see that the happiest people are not the richest, people nor the most successful people, nor the best-dressed people, nor the ones who have apparently the most to make them content with life. You will see more smiling faces in flannels than in lustrous and bear more genuine laughter on Poverty Row than you will on Broadway.

The happiest people I have ever known have been those who have fought through some great sorrow in life and have achieved philosophy as the price of their suffering and the reward of their victory. Theirs was the calm after the storm. Little worries ceased to trouble them and they were freed from fear and apprehension, because they knew they had the courage to endure. They accepted whatever came to them with thankfulness for the good, without wishing for the bad. They put all thoughts of envy from them, and so they possessed their souls in serenity.

It is what Stevenson calls "the happy attitude toward life" that your friend has taken, and that makes her happy and contented amid hard and ungenial surroundings.

DOROTHY DIX.

Dear Miss Dix—I am married to a man who never takes me anywhere and the only place he allows me to go is in a funeral of his relatives, he goes alone and makes me stay at home in the twelve years we have been married he has never taken me to a place of amusement and he does not allow me to go with any one else. My children don't come to the meeting of Sunday school. They have never been inside of a church. The only pleasure we have is reading and we have to do that when he is not at home. We don't read and he does not want to go. He goes to movies and then comes home and tells us what he saw and how he enjoyed himself. I have not been inside of a neighbor's house for five years, and nobody comes to see me, as I am not allowed to return their calls. Please tell me what to do, as I can't keep on this way. I will go mad.

A VICTIM WIFE.

Answer: I think you are already crazy a case you would have left that sort of a husband long ago. No woman is called upon to endure a tyranny

that wrecks her whole life and you are foolish to put up with it for another day.

When you married your husband you didn't sell yourself into slavery to him. You went into partnership with him, and he has no more right to dictate to you about what you shall do and shall not do than you have to dictate to him about his coming and going.

It's your business as a wife and mother to keep a clean house, give your family good meals and take care of your children. When this is done, your time is your own, and if you want to visit your neighbors there is no reason on earth why you shouldn't do so. And there are many reasons why about and make you happier and better colored.

Have one good stand-up fight with your husband and assert your rights. All you need is a little backbone. And believe me, you needn't be so much afraid of him. Every one who is a bully is a coward. He is all bluff and you needn't give him half to deal if you will just get in a towering rage and tell him where he gets off and what you think about him anyway.

DOROTHY DIX.

Take This Car

Drive It Yourself
Pay but a few cents a mile



We have nothing but all new Studebaker Sedans to offer you. It is often cheaper to drive one of those cars than to drive your own; more convenient, too. When your car is in

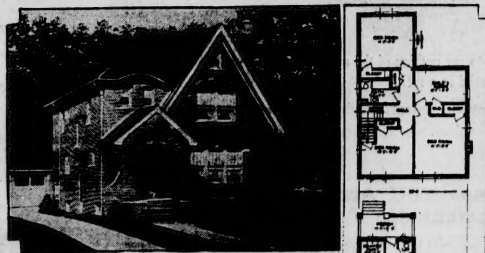
the shop, or not available, take one for an hour, an afternoon, or a day. We are open all the time, at your service 24 hours a day. Come in and find out about them.

MCNELL'S LIMITED

FOR ALL TRANSPORTATION

HOME BUILDERS & HOME OWNERS

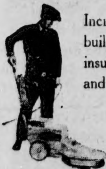
Square But Distinguished



"THE GLADSTONE"

A touch of English combined with straight-line Colonial makes this an ideal home—both architecturally and in arrangement, with just sufficient oddity of facade to distinguish it in the community as a residence of rare beauty. Its designers, to whom it is known as "The Gladstone," estimate its cost of construction, complete, at \$10,000, with some variation due to local prices of building materials and labor. If more detailed information about "The Gladstone" is desired, write The Standard Homes Company, Colorado Building, Washington, D.C.

Clean Floors



Increase efficiency of employees, build prestige, stimulate good will, insure against disease, reduce fire and personal accident hazards.

Floors Scrubbed, Waxed, Polished and Conditioned. Yours for Clean Floors—

City Window and Office Cleaners
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Specials in Lumber

If you are building consult us. We are in a position to offer you several special lines at a considerable saving on regular prices. Give us a call.

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LIMITED
BUILDING MATERIALS

CEDAR BEVEL SIDING

$\frac{1}{2}$ "x6"— $\frac{1}{2}$ "x8"— $\frac{1}{2}$ "x4"
Purchased at bargain prices. We give you the benefit.

CLEAR CEDAR V-JOINT

$\frac{1}{2}$ "x3"—2½"—7-foot Lengths
The quality is high, the price very low.

We sell HARDWOOD FLOORING. It is the best.

Satisfaction Guaranteed or Money Refunded

Cor. Jasper Ave. and 33rd St.

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MILLWORK

Quality and Workmanship Guaranteed
Of every description made to your order or set of hard woods.
Let us submit prices on office or store fittings.

W. H. CLARK & CO. LTD.

108th Street, Edmonton

Phone 4265

"KELVINATOR"

BUILD Kelvinator in your new B home—make it truly modern. "Kelvinator"—the world's oldest electric refrigeration.

"Kelvinator"—the world's largest exclusive electric refrigeration.

We are also distributors of: "LEONARD" Refrigerators, the world's largest manufacturers; and "NIZER" Electric Ice Cream Cabinets, the world's largest manufacturers.

Refrigeration Headquarters

J. A. WERNER HARDWARE

10139—99th Street

EST. 1906

Corner Market Square



House Moving Bridges and Culverts

We have a large stock of Used Box Timbers from 36 to 100 feet long which we are offering at a very low price for quick removal.

D. R. FRASER & COMPANY LIMITED

The Leading Lumber Yard

Phone 1630 81th Street—Just off Jasper

ALBERTA DECORATORS

Designs and Estimates Submitted
Phone 2778 J. and B. THWAITES
Home and Church Decorators, Contractors for Painting, Decorating and Paper-hanging 10820 51th Street

Was it Good Luck or Good Judgment?

LAST June our customers here in Edmonton and vicinity were offered an opportunity to become profit sharing partners in the Northwestern Utilities Limited through the purchase of its 6% Prior Cumulative Preference Shares. Hundreds of them had the good luck or good judgment to take advantage of the offer and bought shares.

What have these customer-investors gained? If you are one of them, what have YOU gained as a result of making this excellent investment? Suppose you were to ask one of the hundreds of Preference Share owners in our Company this pointed question: "What is the biggest thing you get out of your Northwestern Preference Shares?" what would be reply? If your friend feels as most of our stock holders do, he will say: "Well, my money is earning mighty good wages in a safe place. I am getting \$65.00 a year on each \$1,000 I invested. That looks good to me."

Other Reasons Why Buyers Are Pleased

If you should ask other investors, who may be found in almost any walk of life, why they are pleased with their purchases of Northwestern Preference Shares, we believe you would get answers similar to these:

"I surely do like my money to come in cheques by mail. I used to have money invested where I had to collect it when it was due me, now the cheques come in promptly ever three months by mail. All I do is cash or deposit these dividend cheques."

"I needed money to pay doctors' bills. The Company was ready to sell my stock for me, but I believe the price is going up and I want to hold it—so I took the stock to my bank and asked them to lend me money on it. They said the stock was good collateral."

"I bought on the partial payment plan and have learned something about saving. We know our money is safe and like to feel that it is working to produce natural gas service—a necessity of modern civilization. With many dollars of property behind each dollar in-



vested—to say nothing of the ample earnings—we feel our investment is solid as a rock."

These answers represent faithfully some of the reasons why customers of our Company who purchased Northwestern Preference Shares are satisfied.

Perhaps YOU Are A Shareholder

Perhaps you who read this are one of our shareholders and know what it feels to be part owner in a safe, sound business which pays you over 6 per cent. on your money. Whether you are a partner or not we have this question for you.

WAS IT LUCK?

WAS it luck or good judgment that caused all the people who bought shares last June to put their savings in a safe place at a good yield?

It Is Not Hard To Answer This Question

These people analyzed the advantages of the investment that was offered by our employees. They used good, hard, common sense. They inquired about the standing of Northwestern Utilities Limited—its property, earnings, operations, its policies and management. They got the information from our employees, many of whom are stockholders themselves. They took advantage of the opportunity offered and have made money. No, it wasn't luck.

Another Opportunity

An opportunity similar to that offered our customers before is to be offered again. The price at which the security sells is a little higher than it was several months ago, and will be still higher. The trend is steadily upward—and with good cause. The Company's earnings are steadily increasing. The Company's property holdings are increasing. Because the Company is growing with your community you have an opportunity to put your savings where they will grow

safely. Because of the increasing demand for gas to serve new customers, to purchase additional meters and equipment. Some of the capital raised by the sale of Preference Shares will be used for this and other development work.

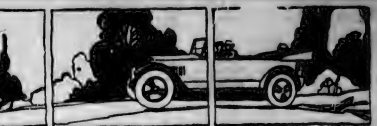
The shares available could be sold almost overnight to large capitalists and investors, but we believe the opportunity to invest in this safe home business should be given to home people—the people we serve.

YOU WILL GET A LETTER

In this growing organization you, as a customer of our Company, have a special right to be a profit-sharing partner. In a letter which will reach all our customers we shall set forth the reasons why we feel sure it will be to their advantage to become partners in our organization. If you already are one of our Preference Share Holders we feel sure you will want to take advantage of this opportunity to increase your quarterly dividend cheque.

Beginning May 17 until May 27 -- Any Employee Can Take Your Order

Northwestern Utilities Ltd.



WINDSOR PLAN PROTECTS BUYER AND SELLER

New Plan For Giving Owners Full Value For Car Works Well

Keen interest is being manifested by the motoring public generally in the Windsor plan of dealing in used cars, but some misapprehension still exists in the public mind as to just what the Windsor plan means and what its benefits to the buyer and seller of used cars are.

Briefly summarized, the Windsor plan, as it is called, is nothing more or less than the publication at regular intervals by the automobile dealers of any community of prices for various makes and models. Contrary to most used car regulations involving the sale of regulations for hard and fast agreements among the members of an association, each dealer sets the price upon his own production, based entirely upon his own selling experience of the different models and without any consultation with any other dealer. If through any mistake in the establishing a higher resale value as a selling point for his new car, he attempts to inflate his used car prices, he alone suffers the penalty. He used car inventory will inevitably increase as he will be unable to dispose of his used stock in competition with other similar makes more reasonably priced. Conversely, he cannot afford to put his price too low. They must be actual and not fictitious in any measure.

In Educative Effect
While this plan usually appears under the caption "Used Car Market Report" and "Buyers' Protective Guide" and is apparently an appeal for the buyer to get indirectly the whole proposition is to educate the new car buyer as to what he may reasonably expect for his used car purchase. The used car appraisal under this plan is always made on the basis of the published average of prices, it being generally understood that the allowance cannot be equal to the published price of a similar model but must be the price less the necessary expense of reconditioning and handling the customer's car.

The Windsor dealers have been operating under the plan since 1924, when their first ad appeared. There may be a little doubt as to the practicality of the plan but the best proof of the matter is in the fact that the plan is the only one of its kind in the world. The Windsor dealers who were most skeptical of the plan are now very reluctant to enter on any new plan when their previous experience with other plans had been so unsatisfactory. They are now the strongest endorser of the plan. The idea has spread from Windsor until it has now been adopted in practically all of the large cities of Canada. A few cities in the states have already adopted the plan but so recently that they are not yet in a position to render a verdict.

Summary of Plan
Summarizing, it can be said:
1. That published prices on used cars will give to the public authentic information in which they are interested and to which they are rightly entitled.
2. That it will lessen the tendency to "run around" which hitherto has been the only avenue through which the public could determine the correct allowance for a

Tours West



C. E. McTAVISH, general parts and service manager, General Motors of Canada, Limited, Ottawa, Ont.

used car. When the customer receives an allowance offer and compares it with the price of a similar model in the published guide, he has reason to believe that the offer is fair.

3. That it will help to restore confidence of the public in automobile dealers as a class. It is very open and apparent fairness is conducive to this result. There is nothing secret about it. The latest is posted on the walls of the Show Room.

4. That it will tend to prevent over-allowance for used cars. The dealer knows full well that if he allows more than the prices scheduled that he has lost the over-allowance plus the cost of reconditioning and handling.

Will Prevent Over-selling
5. That it will tend to prevent over-selling of a used car to an "easy" customer.

6. That it will lessen the number of representations which today constitute a nuisance not only for the dealer involved but for the whole community.

7. That it will not decrease new car sales as has been shown by experience, but will prove an economic advantage for the dealer by saving his own time and that of his salesmen and his appliers.

8. That the whole plan is psychological and education in its nature. This point is proved by the fact that many prospects visit sales rooms carrying a copy of the latest advertisement prepared in advance for about what they can expect to receive as an allowance for their used cars. The plan thus has a stabilizing effect on used car values through a whole community.

9. No proponent of this Plan would claim for one instant, that it is a panacea for all used car ills. No speculation can adopt this plan in the evening and hope to find the dealers used car lot all cleared in the morning. Theoretical arguments may be advanced against it, but careful study seems to indicate that as it is widely adopted and wisely applied, it merits become more and more evident.

Timely Hints To Adjust Zigzagging Auto Wheels
"Slack" or a zigzagging wheel can be overcome by having the axle firmly and the bushing snugly adjusted. The condition is caused by loose wheel bearings as well as by uneven tire wear and uneven wheel spin back and forth over rough streets. The axle should be tightened, the wheels should be quickly run in the tire. The tire tread will soon show wear on places on the surface, and long as though the rubber was torn. Under inflation, under these conditions against the trouble."

Touring Autoists Should Not Leave Refuse on Roads

When the summer season is here, tourists are flocking to the highways in the open road. Autoists should exercise care to see that the

refuse from the roadside lunch, is burned and the place cleaned off of debris, and the refuse is left for the tourist. The refuse is left for the tourist. The refuse is left for the tourist.

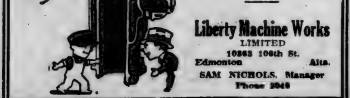
which appears in a conspicuous place on the face of Nature the time of the most valuable season of the year. The refuse is left for the tourist. The refuse is left for the tourist.

An emergency repair of a broken spring can be made by taking a piece of old spring from a hard road and wire together in the spring, as a bolt would be applied in a broken spring. The refuse is left for the tourist. The refuse is left for the tourist.

AUTO REPAIR

We Are The Grinders

Grinding will give your cylinders a uniform surface. If your engine lacks pep, have your cylinders ground. We guarantee our work. All kinds of machine work, ring gears, pinions, rigs and pins.



Liberty Machine Works LIMITED
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The GREGORY Company

AUTO RENOVATORS

COLLISION REPAIRS
CARS REFINISHED BY SPRAYED LACQUER OR VITRALITE ENAMEL

SPEEDY SERVICE — REASONABLE PRICES
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TRAVELLERS

WE RENT CARS BY THE MILE, HOUR or DAY

STORAGE — GASOLINE — OIL — TIRES

McLEOD'S GARAGE
10084 103rd Avenue Phone 2993

AUTO REPAIRS for every car

NO HOUR too late. NO DISTANCE too far. PHONE either of these NUMBERS and we will "TOW IN" your Car: 1253 — Phone — 71311

BUY your USED CAR FROM me and receive MY GUARANTEE.

I'LL PAY cash for CARS to SMASH.

10626—101st Street H.J. "Jim" COLES

FOR REAL SERVICE MORET'S

Rear Dodge Garage, 102nd St. Phone: Garage 1525; Residence 71803 All makes of Cars repaired and Overhauled Hudson and Essex our specialty.

BATTERY LORE

To keep the battery at top efficiency and lengthen its life, attention should be given to the following rules:
Check charging rate. Tighten battery hold-downs. Clean and dry top of battery. Test and tighten battery terminals. Clean and grease terminals and posts. Do not use oil lights burn and burn sparks. Check clean and tighten the ground connection. Radiometer test for specific gravity to ascertain state of charge. Check battery insulation by cranking engine with starting motor. Add distilled or chemically pure water so that the solution is about one-quarter inch above the separator.

AUTO EXECUTIVE VISITOR HERE

C. E. McTAVISH, general parts and service manager of General Motors of Canada, Ltd., Ottawa, Ontario, is making his semi-annual trip through Western Canada. He is visiting the local offices of the company as well as General Motors dealers in this city.

"The greatest need in the automobile industry today," states Mr. McTAVISH, "is the education of mechanical men to provide more satisfactory maintenance to car owners and improved organizations to handle the rapidly increasing number of General Motors cars that will undoubtedly require maintenance attention. The most adequate means of education is being arranged through the General Motors Educational Plan which will be formulated as to the best possible service stations are to be established in Western Canada. Mr. McTAVISH, who was formerly a Westerner, is very pleased with the Western outlook as it concerns his company. He is accompanied on his Western tour by H. T. Smith, manager service division, General Motors Corp., St. R. Granger, Western parts and service manager, Winnipeg, Man.

SMALLER CARS NOW IN DEMAND

Congestion of traffic and the problems of parking have developed a demand for smaller cars during the past year or so and manufacturers have responded by introducing smaller and smaller hand cars at moderate prices. Mr. Lyon of the Western Battery Co. has brought out many good batteries to take care of the small car needs according to Mr. Lyon. Although the demand for a good battery at a low price to fill the need is not new, the small car has always made a low insulated battery and the battery has been refined for the light car. Increased demand for this type of battery has caused the Western Battery Co. to go into production with the result that better wood insulation. Western batteries are available for small automobiles at lower prices than ever before.

"70" WILLYS-KNIGHT SIX

EXTRA Beauty, Extra Roominess, Extra Comfort are Outstanding Willys-Knight "Points of Preference."

The "70" Willys-Knight Six is as beautiful an automobile as you can well imagine. Its lines are long, low, racy-looking. Incorporated in it are many "Points of Preference" which will make you appreciate that the "70" Willys-Knight Six is the most up-to-date of motor cars.

Inside dimensions are scientifically planned to afford the utmost in spaciousness and comfort. Front and rear cushions are made higher and deeper to fit the natural curves of the body. The front seat is adjustable to three different positions.

Everything you look for in car-of-fuch luxury; is here — plus the exclusive advantage of the Willys-Knight sleeve-valve engine—the only type of automobile engine that actually improves with age—gaining in power, becoming smoother and quieter the longer you drive.

"70" Willys-Knight Six prices from \$1,625 to \$1,945. Willys-Knight Great Six, from \$2,575 to \$3,050. (f.o.b. Factory, Toronto, Taxes Extra.)

GLYDE & McLELLAN LIMITED
1016th St. and Jasper Ave., Edmonton

What do you get for this price you pay?



PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED
Edmonton Motors, Ltd.
10228—98th Street Phone 1941
Edmonton, Alberta.

VALUE is not a matter of price alone. The cheapest article is not necessarily the greatest value. In fact, where cheapness has been made the prime consideration, value is usually lacking. Because value is simply what you get for the price you pay.

Chevrolet is low in price—but not at the expense of quality. It is economical—because it is not cheaply built. It is supreme in value because it gives more of the things you want for the price you pay.

First and always, quality counts with Chevrolet. There is quality in the distinctive Fisher bodies; in the long, low lines; in the rich, lustrous Duco colors; in the smooth, powerful valve-in-head engine; in the scores of refinements, such as air cleaner, oil filter, gas strainer; in the luxury of its appointments and upholstery; in the long, resilient springs; in the easy, three-speed transmission.

And, because Chevrolet is the world's most outstanding example of quality in a low-priced car—because it is the product of General Motors, the world's largest builders of gear-shift automobiles—because it has won a position of leadership in volume of sales—the Most Beautiful Chevrolet in Chevrolet History is now selling at new, lower prices, the lowest in which Chevrolet has ever been sold in Canada.

The Most Beautiful Chevrolet in Chevrolet History

NEW LOWER PRICES

| | | | | |
|-----------------|-----------------------|------------------------|----------------------|----------------------|
| Roadster \$655 | Sport Roadster \$750 | Touring \$655 | Coupe \$740 | Cabrio \$740 |
| Cabriolet \$800 | Limousine Sedan \$910 | Imperial Sedan \$910 | Imperial Sedan \$910 | Imperial Sedan \$910 |
| Roadster \$655 | Roadster \$655 | Commercial Coupe \$850 | 1-ton Truck \$950 | 1-ton Truck \$950 |

Prices at Edmonton, Saskatchewan, and other points.



**Change
in Train
Service**

LOCAL FIRM BRANCHES OUT

A New Curb on Britain's Navy? Not If First Lord Bridgeman Has His Way

He coined an epigram—"Sea sense for Britain is common sense."

All over Britain, people are crying for lower taxes. But Bridgeman went to parliament and asked for £5,000,000 pounds sterling for the navy this

year, only a million dollars less than last year.

"The House of Commons' obligation was to maintain a fleet equal in naval strength to that of any other power in the world, and to be ready at all times for safeguarding trade and communications. The title in his speech was 'In the House of Commons'."

"If this House were to say that we no longer need be guided by such a formula, it would be taking upon itself the responsibility of occupying the post that I do."

Mr. Gladstone, who was a Shropshire-born product of Eton and Cambridge, who started out like many young Englishmen, holding commissions in the various royal military departments. He became minister of mines, the home secretary, and then, in 1868, head of the navy department for about three

Undaunted
No chancellor of the exchequer ever has succeeded in making him cut his estimates.
He has been known to come to parliament in a \$20 suit, although he is rich inside.
It is sometimes thought his bond of comradeship with Premier Baldwin is that both are pipe addicts.
A wealthy Liberal parliamentarian once twitted him about this. It gave rise to the only piece of Bridgeman humor on record.



OUR

VELIE

See them
at our
showrooms

We take
groceries

VELIE ALBERT

10013 JADFER AVE.

 **Electr**
WE
No job too
DARLING ELECTRIC
9661 Jasper Avenue

As a speed struck kid with a bent for mechanics, Hartz was befriended by Hearne. Harts won the cycle car championship of America and then Hearne gave him a job as mechanic and riding mate.

Britain's Navy? Not German Has His Way

W. C. Bridgeman, England's "big navy" man, wearing his \$20 suit.

"Though Liberal plutocrats indulge
their taste
For rich Havanas, reckless of the
waste,
True Tories to their country's good
give heed
And social rules must yield to social
need."

HAVING SOLD
FIRST CARLOAD
— OF —
E "Long Life" Cars
at pleasure in announcing that
other carload is now in
ERTA MOTORS
PHONE 1990

WELDING
 Phone 6056

Rubber or felt liners, and metal shims under the lining are now being used to avoid squealing brakes. Harder, high-carbon steel is being utilized for the brake drum nowadays, assuring true circularity of the brake bands.

This is like a brake lining out of true, causing hard steel particles to

Springs should be tested to see that the tension is correct after the valves are ground.

Taylor & Pea
Ltd.
SUGGESTING

Western Road Distributors
LIMITED

After 5 years, as an exclusively radio h
decided to add to our business Autom
ment parts, Shop Equipment and Acces
We are handling only nationally advert
which are well known to the trade.
We have better warehousing and ship
than formerly, and will try to give real
trade in every way.
You are cordially invited to inspect our
new department.

Taylor & Pearson

Taylor & Pearson
10215—103rd Street Phone 2117

friends will trust
friends what liberal
satisfaction of service
awaits them when
they call 2535.

**TAXI
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TAXI**

Taxi

Committee
will have a further

SATURDAY, May 14

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n Ltd

Edmonton

See the "CHALLENGE"
Chandler Big Six Metropolitan

"HANDLER" First
Edmonton—\$2,745, I.O.B. Edmonton

No job too
DARLING ELECTRIC

large or too small for us to do.
ERIC WELDING CO.

[illegible]

1

We asked for suggestions for a name. We were swamped with letters and telegrams. Over 14,000 names were submitted, and after serious consideration the name

HORN BEER

was selected, symbolic of the drinking cup of the continents. Nine contestants sent in this name. Consequently the \$100.00 prize will be divided.

| | |
|---|---|
| W. H. Edgar, Winn. Edgar, Edmonton, Winn. Edgar, Winn. Edgar; | <p>8 K. EDWARDS, General Postal, Calgary.</p> <p>H. A. EDWARDS, Albert Park, Calgary.</p> <p>10. A. SINGHAR, Head Innor, Alberta.</p> <p>11. H. MACKENZIE, 10611 10th Ave., Edmonton.</p> |
|---|---|

HORN

It's the standard type of Canadian Lager.
It's been maturing for many months.
It's a new name, but not a new beer

Brewing Co., Ltd.

ALBERTA

